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TELLS AD CLUB MERCHANTS CAN ASSURE BUYING AT HOME

S. S. Paxson Talks on Meeting Power of the Mainland Catalogues

FOR HOME BUYING.
The Pulling Power of Mainland Catalogues and How to Meet It.
(By S. S. PAXSON, road before the Honolulu Ad Club.)

When this subject was assigned to me I considered it too large for the man. However, I accepted it and with your forbearance will endeavor to say a few words upon the same.

When the above subject is referred to, our first thought is that of the general merchandise line. This being so, we will discuss that phase of the question first.

I would first divide mainland catalogues into two classes, viz: those issued by legitimate business houses, and those issued by houses which I do not consider such. No doubt the latter part of that statement appears to be strong language, however, I want to say that I do not consider such houses as Sears, Roebuck Company, Montgomery Ward Company, the Cash Buyer's Union and many other of the same class throughout the mainland legitimate business houses, and my reason is simply this—a customer cannot possibly see what he is buying until he purchases the article and pays for the same.

The above mentioned houses are located in Chicago and they absolutely refuse to sell any goods in their stores and will not allow the public admittance. They sell by mail order only.

Then we have the other class of business houses, such as the Emporium, The White House, Shreve & Company, of San Francisco, Meier & Frank, of Portland, Oregon, Marshall Field & Co., of Chicago, John Wanamaker, of Philadelphia, Tiffany & Co., of New York, and hundreds more in different parts of the mainland, who issue catalogues and distribute them in various ways.

These catalogues do get a lot of business from our Territory especially in the dry goods and jewelry lines. Those of us who have been in business in the Western and Northwestern parts of the mainland have come in contact more with catalogues, than those of you who have been here and in the large cities.

The catalogues and those more especially which are issued by the houses which I put in class two are intended to reach the country people. I dare say that there is not any business which has come more in contact with catalogue houses than that in which the speaker is engaged. In fact they go so far as to advertise our own goods at about two-thirds of our retail price.

They Are Read.
Before discussing probable remedies for these conditions, allow me to say that if any of you think that these catalogues are not looked through and read, you are laboring under a misapprehension. It has been my good fortune to spend a part of my life in the country and I fully realize how everything is read down to all advertisements and those which are likely to be wanted are preserved.

Do you know, that for instance, before Montgomery Ward & Co. mail a catalogue, people are required to send them thirty cents, and they do it by the thousands.

People are often allured by the pictures and prices in catalogues, whereas if they see the article they would not purchase it.

How to Meet It.
My first suggestion in meeting these conditions is that we, ourselves, have the goods as I am not in the printing business, I cannot have any selfish

motive. After we have the goods, do not be afraid to tell the people so. We cannot all do this in the same way, but we will not accomplish anything by setting by and saying it is a shame.

Issue catalogues, if necessary. Mainland houses have found it absolutely necessary to do this to retain and get their share of the business.

Cheap as Mainland.
We also need to convince people that whether they purchase any article in San Francisco, Chicago, or New York, they get just what they pay for. Under present conditions, I believe that the Honolulu merchant can sell the same class of goods as cheaply as the merchant anywhere on the mainland.

As I stated before, I have seen my own goods advertised in catalogue houses for less money than I paid for them. In four instances I had people order them, and in each case the reply came back: "We are very sorry we are out, but have a machine which we would like to send you on approval that we have manufactured under our own name. It is really better and costs you less money."

Direct Contact.
In our business we overcome the catalogue competition by coming directly in contact with prospective purchasers. Where this is possible this is unquestionably the better way. However, we readily concede in many lines of business this can not be done, and would then recommend that we fight them with their own ammunition. Our merchants can not, of course, issue catalogues as the large houses in the States do. You can, however, supply the people with interesting, spicy advertising.

For those of you who are skeptical and think catalogues have no commercial value, I simply say look up the financial standing of catalogue houses.

Sending Money Away.
There is another class of people in our city and Territory who send their money away, and they are the families of some of our business men. Since being in Honolulu I have known several families personally who buy most of their dry goods on the mainland.

Fort Street Merchant.
I trust you will pardon personal reference, but I want to tell you of an incident which happened in my place of business. A prominent Fort street business man came in one day, and it happened to be my good fortune to wait upon him. In due time he purchased a machine. The next day he came back and asked the price of motors. We informed him that our regular price was \$20, but when we installed them with new machines we charged \$17.50. I might say that this motor installed costs us \$16.50, so at \$20 we would only be making a fair profit.

However, after some hesitation, he said he would advise us further the next day. He returned the next morning and said that he would not take the motor, as we wanted too much for it. He would buy it in Chicago for \$14.65. We could not resist the temptation to tell him by all means to order the motor from Chicago, as he was making his living off the Chicago people.

That is an extreme case, but that spirit prevails very largely in Honolulu, and I hope to see it eradicated through the efforts of the Honolulu Ad Club.

All Are Interested.
We will go a little further, and say that this question of catalogues is not confined to merchants alone, but is one in which real estate men and brokers should be vitally interested.

It is astonishing the amount of advertising which comes into this Territory in reference to investments in real estate, stocks, etc. And it is also astonishing when we learn the amount of money that annually goes out of this Territory for wildcat schemes.

This phase will be overcome by real live men taking hold of the issue and educating the people not to throw their money away, but rather invest it in securities and real estate in the Territory.

You say this can not be done. I say it can. When Ivan Dow could sell Mayflower stocks at 30c per share, when the same stock was quoted in San Francisco papers at 12c, I say that good, legitimate propositions will win if properly promoted.

NEW ELIXIR OF YOUTH FROM HUMAN BODY

Philadelphia Doctor Claims Wonderful Results for Extracts from Various Glands

PHILADELPHIA, Pa., Sept. 28.—A remarkable series of experiments first conducted on his old mother, then on himself and later on fifty of his intimate friends, has enabled Dr. Frank R. Starkey, one of the prominent physicians of this city, to discover an extract made from various ductless glands that will prolong life for a period of years and make old persons appear much younger.

Starkey's preparation consists of extracts from several ductless glands in various parts of the body. He has taken extracts from the much-talked-of pituitary gland, in the base of the skull, which influences the growth of the body. He has taken extracts from the thyroid gland, which influences flesh and tissue development of the body, and also from the glands in the reproductive organs. A combination of these extracts, Starkey has found, increases the cell reproduction in the body, purifies the blood and gives added vitality to the nervous system.

Speaking of his experiments, Starkey said: "The results were increased appetite and greater physical and mental efficiency. They increased in weight on an average of eight pounds in two weeks, and said they felt unusually well and strong. The blood pressure in all cases was increased."

JAM AND CHUTNEY NOW HANDLED BY COMPANY

As one rides along King Street to Waikiki his eye will be attracted by a new building on the corner of King and South streets bearing the sign "Honolulu Jam and Chutney Factory, Ltd." This is the new home of the fruit preserving industry which was originated by Mrs. Annie A. Kearns and has now been developed into a company, provided with a convenient home furnished with steam kettles, machinery and every appliance necessary to carry on the industry in all its branches. A call at the factory cannot fail to be of interest, for there can be seen the island fruits preserved in every variety of attractive package, from an 8 oz. tumbler to an 8 pound can, all of the very best. With the present equipment it is possible to offer these preserves at a rate lower than ever before, thus affording providers an opportunity of obtaining these goods in large containers and at a cheaper rate. All are cordially invited to visit the new premises, inspect this kitchen where these preserves are made and taste the jams, jellies, sweet pickles, mango chutney, and homemade mince-meat.

HAWAIIAN CHEMISTS TO HOLD ANNUAL MEETING

The annual meeting of the Hawaiian Chemists' Association will be held in Honolulu on Monday, October 15. The meeting will take place in the library of the chemistry building at the experiment station of the Hawaiian Sugar Planters' Association on Keolu street at 9 a. m. The greater part of the morning session will be occupied with routine business, after which the reading of committee reports and original papers will occupy the attention of the members. The subjects under discussion at this meeting will be almost entirely in connection with the sugar industry. The meetings are open, and any one interested will be welcome. In the evening the members and their friends will be entertained at dinner at the Country Club.

IT LOOKED THAT WAY.

Thomas P. Gore, the blind United States senator from Oklahoma, who was in Indianapolis, tells a good automobile story.

"Old Abe was a negro in Arkansas who had never seen an automobile until he went to the city one day and was nearly struck by the machine as it went speeding down the street at about thirty miles an hour. The old man jumped to the sidewalk, and gazed open-mouthed after the car.

"For de good Lawd!" ejaculated Uncle Abe, "dat man's hosses mus' a been goin' some when dey bruk 'way from dat kerrige." — Indianapolis News.

FEDERAL TRUCKS AND R. C. H. SELLERS

Schuman Carriage Company Fills Many Orders During the Past Fortnight—Buyers Do Not Always Wait for New Models

Although this is supposed to be the time of year when automobile buyers are holding off waiting for the arrival of the 1913 output, the Schuman people report a brisk business. True, many inquiries are continually coming in regarding the changes for next year, but the ready buyer—the man who wants a car on the spot—is always in evidence.

The Federal truck is becoming a great favorite as its sterling qualities as a combination freight and passenger vehicle is being recognized. The Federal has no superior among the trucks of one ton capacity, and several of these trucks have been running for months with a one-third overload. The smooth running and powerful motor in the Federal can always be relied upon when the pinch comes on the hills.

Francisco Marks ordered a Federal this week, which he will use as a combination freight and passenger carrier.

Another Federal has been ordered by J. Kubo. Mr. Kubo will use his truck as a freighter in the country districts.

Captain Dixon of the Fifth Cavalry took delivery of one of those classy little R. C. H. touring cars this week, and that the captain is proud of the performance of his car through the gulches between here and Lihue is putting it mildly. He is enthusiastic.

Lieutenant Turner, instructor at Kamehameha, was another purchaser who preferred the R. C. H., and he has taken out one of the popular runabouts.

The recent shipment of Fords went only a short way towards supplying the great demand for these little winners. Another shipment is expected next week, and orders for most of the cars in this new lot are on file awaiting delivery when the cars arrive. The popularity of the Ford throughout the entire automobile world is phenomenal, and while the output is enormous, the Ford people are unable to supply the demand.

A. W. Seabury of the Oahu Ice Co. took delivery of a Ford touring car last week, and the Waialua Agricultural Company purchased a commercial roadster for the use of its pump engineer in making the rounds of the fifteen pumps used on that plantation.

The great Stutz—the car that made good in a day—the agency for which has recently been taken by the Schuman people, will arrive in Honolulu shortly. These cars are being anxiously awaited by several well-known and discerning business men in Honolulu who have already placed their order, and by others who are awaiting the arrival of the Stutz before making their 1913 selection. These cars came to the front last year with such a rush that their performances on both road and track were of such a high order, that they at once became the most talked of car in America, and their arrival here will be a notable addition to the many high-class cars already in Honolulu.

HUPP MOTOR CAR CO. TELLS ITS OWN STORY

The Hupp Motor Car Co. has issued an attractive pamphlet descriptive of the 1913 models, copies of which have just been received by the von Hamm-Young Co., distributing agents here for the car.

Following is the foreword of introduction to the new Hupps, contained in the catalogue:

The Hupp Motor Car Company entered into the present season with fifteen thousand owners, every one of whom will vouch for the good service of his car, and a model new plant with a capacity of twelve thousand cars.

The unanimous approval of so many Hupmobile owners is definitely significant; for nearly every one of them drives his own car and knows the full worth of the Hupmobile at first hand.

The increased facilities of the new factories, and the important savings in product, which are returned to you in refinements and improvements not heretofore possible. They also

mean better service than ever for the benefit of every user of the Hupmobile.

The Hupmobile line includes a large, roomy, touring car and a two-passenger roadster of 32 horsepower. Its construction marks a new era in the manufacture of low priced cars. On the 20 horsepower chassis are offered a runabout and a coupe of 35-inch wheel base, also a roadster of 110-inch wheel base.

We have yet to meet one who owns a Hupmobile who will not willingly admit that for style, for quality of material, for day-in and day-out efficiency, the Hupmobile has raised a standard that no manufacturer in a similar class at a like price has yet been able to approach.

The 32 horsepower, long stroke Touring Car and Roadster, embody many features new to this country and is also stamped unmistakably with the same individuality which has characterized each and every product of Hupmobile design. The new model is by Emil A. Nelson, Chief Engineer of the Hupp Motor Car Company and designer of the original Hupmobile Runabout. His ideas have been executed by an engineering force and a shop organization that have been preserved practically intact since the incorporation of this company.

Great pulling power at all speeds for mountain work and heavy roads, smooth, easy acceleration, absence of noise and vibration, economy of fuel and oil, are among the principal advantages of this design.

HUPMOBILE '32' LATEST WITH THE VON HAMM-YOUNG COMPANY

The von Hamm-Young Co. received by the S. S. Honolulu this week one of the new 1913 Hupmobile touring cars, which is being very much admired by everyone who sees it.

This car is undoubtedly one of the prettiest and is emphatically the easiest riding car of its class on the market. A new type of shock absorber is used this year on the rear axle, which holds the body down in fine shape and makes the little car ride like a \$5000 machine. This car is on exhibition at the big salesroom of the von Hamm-Young Co. and is so far superior in all respects to all other cars in its class that it bids fair to be an exceptionally popular car this coming season.

The sales of the von Hamm-Young Co. this week consist of a Buick wagonette to the Kaula Garage Co. of Lihue, Kauai; a 1913 Cadillac touring car to Dr. Sexton of Hawaii; a 7-passenger Packard touring car to M. Naabawa of Paia, Maui; a 6-cylinder Stevens-Duryea, 7-passenger touring car to Frank Lewis, of the Young Hotel Auto Stand, and a Buick light express truck to C. J. Schoening & Co.

The big Hilo branch of the von Hamm-Young Co. sold this week one of the 1913 6ST Overland touring car to a prominent party in Hilo. The Overland 6ST is proving an extremely popular little car, and is considered a splendid value for the money. Many improvements in the 1913 model of the Overland are rendering it one of the most serviceable cars for business or pleasure. Another Overland 6ST is expected on the steamer from the Coast.

The von Hamm-Young Co. has taken many orders this week for the models of 1913 Cadillac touring cars, which are proving even more popular than they were last year. The wonderful serviceability of the electric starter and headlights has brought the Cadillac to the foreground in a manner which no other car has been able to duplicate. This is true not only in Honolulu, but all over the United States.

The municipal fly-catcher of Honolulu, Cal., who has undertaken to make that a flyless town, has reported that between September 1 and 10 he killed 3,750,000 flies.

Seven Thousand Men Building Smaller Six Cylinder Packard

The Packard motor carriage shops have been turned over to the new model—an unparalleled concentration of energy and resources to complete the production of Packard "38"

Perhaps you were among the hundreds who wanted a Packard "48" and spoke too late. The output of that model for summer and fall was practically sold out six weeks after the spring announcement.

Now you have an opportunity to reserve an early delivery date for the new "38," consort of the Dominant Packard Six.

In road efficiency, ease of riding and luxurious appointment, the smaller six typifies Packard quality.

Left drive and control; electric self starter. Starting, lighting, ignition and carburetor controls on steering column. Sixty horsepower shown by brake test.

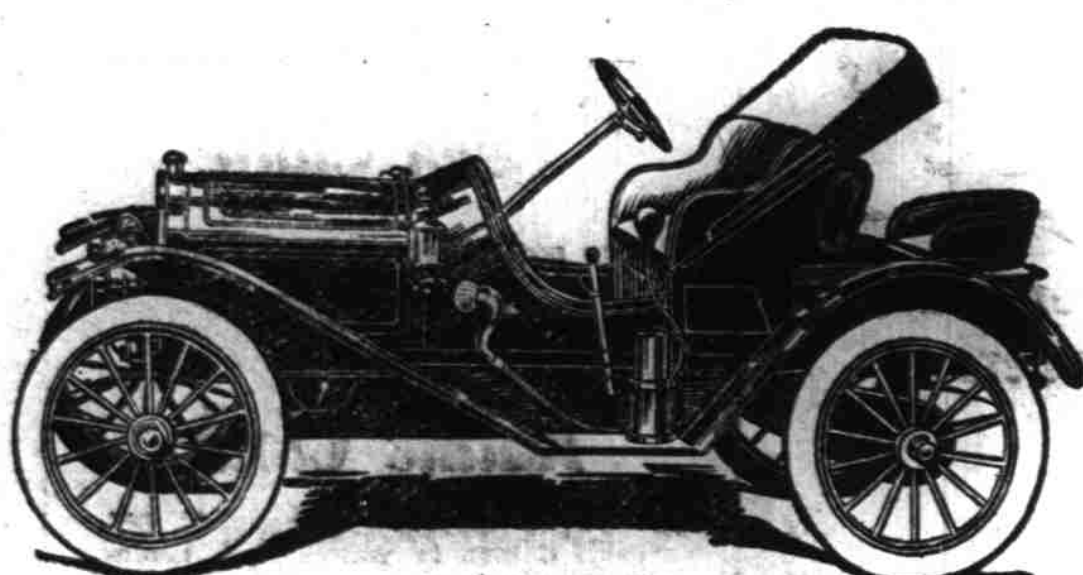
The Packard "38" Line

Touring Car, five passengers.....	\$4150	Landulet.....	\$5300
Phaeton, five passengers.....	4150	Imperial Limousine.....	5400
Phaeton, four passengers.....	4150	Brougham.....	5200
Runabout.....	4050	Coupe.....	4500
Limousine.....	5200	Imperial Coupe.....	4900

CATALOG IN RESPONSE TO POSTCARD REQUEST

The von Hamm-Young Company, Limited
King and Bishop Streets, Honolulu, T. H.

"THE METZ," 22 h.p., 3 Seater



Ideal Car for the Business Man

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P. O. Box 452

